

## **Vector 3 To Exhibit New MultiPlay Product Line At IBC 2009**

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Vector 3 announced today that they will showcase for the first time at the IBC exhibition, held in Amsterdam from September 11 - 15, 2009, the brand new Vector MultiPlay product line. Headlining the new MultiPlay product portfolio are MultiPlay MCR for master control room automation and Multiplay VServers, a wide range of next-generation video servers with live branding. The advanced Vector MultiPlay technology is a quantum leap ahead of its peers in playout automation.

Barcelona, Spain - Vector 3(TM) announced today that they will showcase for the first time at the IBC exhibition, held in Amsterdam from September 11 - 15, 2009 (stand 7C01), the brand new Vector MultiPlay product line. Headlining the new MultiPlay product portfolio are MultiPlay MCR for master control room automation and Multiplay VServers, a wide range of next-generation video servers with live branding. The advanced Vector MultiPlay technology is a quantum leap ahead of its peers in playout automation. With unique flexibility, MultiPlay MCR and VServer can be integrated to create a redundant architecture that leverages the benefits and cost effectiveness of IT-based technology.

"Since the mid-1980's, Vector has been a proponent of IT workflows within the broadcast market and until now, reliability has the key blocker in its full adoption among TV Stations. Our new MultiPlay product line brings that reliability to IT-based infrastructures; offering broadcasters the industry's most cost-effective playout solution that is infinitely more resilient than installations using expensive proprietary products," comments Roman Ceano, general manager of Vector 3.

"With MultiPlay, operators can precisely manage resiliency; configuring their MultiPlay applications for specific channels and requirements - giving one channel more redundancy than the other if need be. These versatile MultiPlay options mean broadcasters purchase only what they intend to use - minimizing the costs and maximizing productivity. The highly configurable Vector technology means that MultiPlay can be reconfigured to adapt to the changing operation. This is a revolutionary concept in the world of broadcast technology."

### **VectorBox All-in-One Playout Solutions**

Visitors to the stand can learn more about the newly enhanced VectorBox 8000HD solution (VB8000HD). VB8000HD is the flagship product for the VectorBox "channel-in-a-box" dynasty. With nearly one thousand VectorBox servers deployed around the world, from Los Angeles to Yakutia, to New Zealand and Scandinavia, thousands of channels count on the VectorBox brand for the industry's most reliable and comprehensive playout automation.

"Our engineering emphasis is focused on HD and new media channels. Outlets like P2P and YouTube represent real playout challenge for broadcasters. We have purpose-built the VB8000HD to ensure hurdles like these are overcome and the bottom line is maximum broadcast quality results," said Ceano. The cost-effective VB8000HD is an easy to deploy turnkey solution. The universal file format player, comprehensive effects engine, exceptional channel branding capabilities and extensive support for broadcast hardware are integrated into one solution; making VB8000HD one of the most popular playout automation products in the industry.

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The Vector 3 team commands over 25 years of experience in developing leading graphics and playout solutions for broadcast. Boasting an impressive client list of over 900 broadcasters worldwide, their legendary flagship solution VectorBox is a world-renowned playout solution known for its unparalleled reliability and outstanding performance. Since its launch in the mid 1980's, Vector has focused its research and development on the broadcast industry. The range of Vector solutions and applications serves stations from the small one channel station to the multi-site, multi-channel broadcaster. For more information, please visit the Vector 3 Website.

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